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REC'D. 3-23-1964



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MAR 23 1964

GROUP 400

ARROWHEAD®
Full Line Catalog



ARROWHEAD®

... the leading supplier of melamine dinnerware, trays, tumblers and salad bowls to the commercial field.

featuring:

NEW CRYSTALON BAR AND STEMWARE . . . with the translucence, beauty and feel of fine glass, but glass was never so long-lasting.

NEW CUTLASS WARE . . . the new, scratch-resistant melamine dinnerware with a super-gloss that stays new-looking 5 times longer than ordinary melamine.

ELEGANT, NARROW-RIM DINNERWARE . . . designed to meet discriminating restaurant needs.

PERMACLEAN CUPS . . . the exclusive first with Arrowhead. The cup that solved staining problems.

BOLD, HEAVY-DUTY, WIDE RIM DINNERWARE . . . that offers durability, greater service and lasting elegance.

STUNNING NEW FABRIC TRAYS . . . in a wide choice of designs and colors.

SALAD BOWLS . . . with the look of beautiful stoneware in different shapes and sizes.

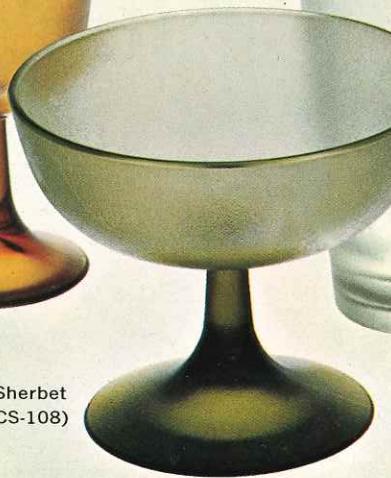
HEAVY-DUTY WARE . . . designed to meet the most rugged requirements.

ENVY . . . the high-style, economical dinnerware that is ideal for fast food service.

Cocktail-Wine (RCW-105)



Shrimp-Sherbet
(RCS-108)



Highball-Water
(RHW-112) (RHW-108)

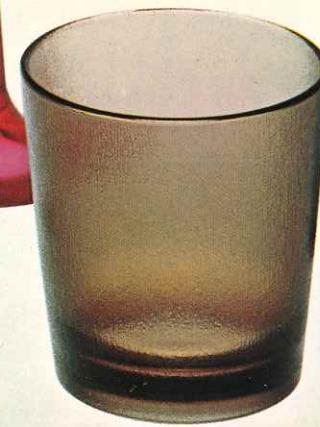


Goblet (RGB-114)



Juice (RJU-106)

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Old Fashioned (ROR-165) (ROL-109)



New! Arrowhead Crystalon Bar and Stemware

...with the look and feel of fine glass, yet it's break-resistant

Your customers will surely compliment you for your good taste . . . when you use this elegant barware and stemware.

Such a lovely touch for any table—graceful shapes in glowing heirloom shades of cranberry, blue, amber, avocado, smoke or frosty clear. And they have the translucence, the beauty, the feel of fine glass. No careful handling required . . . no risk

of shattered glass . . . reduces your replacement costs. Dishwasher safe and liquor-loving, too.

Choose stylish stemware in 14-oz. goblets, 5-oz. cocktail-wines, 8-oz. shrimp-sherberts. Or sleek, modern barware in 8-oz. or 12-oz. highball-waters, 6½-oz. or 9-oz. old fashions, or 6-oz. juices.



Narrow rim elegance in institutional dinnerware

Four lively, modern patterns for fine institutional dining . . . all Arrowhead. Choose from Astra with free-form shapes in muted tones of gray and tan, with small splashes of olive and forest green; Somerset with rich, rust-brown rectangular shapes over background colors of muted orange and tan; Chalet—a "provincial" design of circles and semi-circles in gray with muted tones of mustard orange and cocoa; Avon—a variation of the CHALET pattern featuring cranberry and gold.

All four patterns are designed to blend with and enhance modern color schemes and decorating motifs. These narrow rim shapes are sleek, elegant yet practical! Because heavy-duty Arrowhead is breakproof as can be, saves up to 80% on replacement costs . . . lightens tray loads, reduces clatter.

And, of course, all four patterns are available with PERMA-CLEAN cups, the sensational melamine cup that solves the staining problem.



ARROWHEAD®

11701 Shaker Blvd., Cleveland 20, Ohio

For complete pricing information and product description . . . see separate price list

INDUSTRY
MOLDED TO MEET C.S. 173-50
HEAVY-DUTY MELAMINE
OF
TABLEWARE



MAR 9 1964
New! *Cutlass*™ Ware

MAR 23 1964

The scratch-resistant melamine dinnerware that stays new-looking 5 times longer

Cutlass is the ideal dinnerware for any food service operation. Its new hard, scratch-resistant surface meets and surpasses the most rigid requirement. It requires no special handling, holds up under hardest use and withstands temperatures of automatic dishwashers.

Laboratory tests proved its scratch-resistance. Surface abrasion tests proved Cutlass far superior to regular melamine dinnerware.

Field test results proved it stays new-looking 5 times longer. A famous national restaurant chain tested Cutlass for more than eight months and found it outlasted ordinary melamine five to one. Replacement costs were reduced by more than \$1,000 monthly.

And, of course, all Cutlassware is available with PERMA-CLEAN cups. The sensational melamine cup that solves the staining problem.



DORIC (DOR)



RHAPSODY (RHP)



TIARRA (TIR)



ATHENA (ATH)



GOLDEN WILLOW (GOW)



PRINCESS (PRI)

**Choose from 6 stunning patterns
and a wide choice of colors**

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INDUSTRY
MOLDED TO MEET C S 173-50
OF THE HEAVY-DUTY MELAMINE
TABLEWARE

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New! Arrowhead Custom-Fabric Decorated Trays

The ultimate in beauty and practicality, too. These new Arrowhead custom-fabric decorated trays are nearly indestructible . . . yet have beautiful, warm charm.

Many distinct patterns in beautiful colors . . . one is right for any restaurant decor. These gay patterns are laminated

into heavy fiberglass trays with wire reinforced edges for the heaviest food service operations.

Trays stack neatly, look beautiful . . . hold up under hardest use and withstand repeated high-temperature washings in automatic dishwashers. All tray series available in four sizes.

Choose from 8 beautiful fabrics



PASEDENA
(PAS)



HARLEQUIN
(HQN)



PIRATE'S COVE
(COV)



WHALER'S REST
(WLR)



BIRDS IN FLIGHT
(BRD)
(Green)



BIRDS IN FLIGHT
(BRD)
(Blue)



COUNTRY CUPBOARD
(CBD)
(Blue)



COUNTRY CUPBOARD
(CBD)
(Gold)

Type #3
Fiberglass Trays
Mohawk Series
(swirl patterns)



BLUE



GREEN



GRAY



TAN

Type #5
Fiberglass Trays
Iroquois Series
(solid colors)





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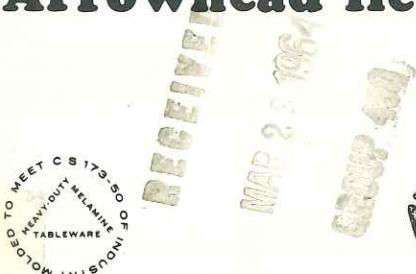


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Arrowhead Heavy-Duty Ware



ARROWHEAD®

11701 Shaker Blvd., Cleveland 20, Ohio

1. ARR-140, ARR-141—Cafeteria Trays. Designed to meet dieticians' requirements for recommended school luncheon menus. Ideally suited for schools, hospitals and industrial cafeterias. Precision-molded of extra heavy Melmac plastic, with thick rolled edges. Stack easily. Wash easily in automatic dishwashers. The properly proportioned sections, with space for silverware, and lock-in grooves for cup, milk bottle or bowl, serve a whole meal. Balanced for easy handling, light in weight, but tough in strength.

2. ARR-100—9½" Compartment Plate. Deep molded partitions, sectioned for proper portions of a complete meal. Smooth, rounded contours; heavy rolled rims. They stack easily, wash and air-dry quickly.

3. M-1, M-3, M-5—Mixing Bowls in three sizes, 1½-3-5 qt. Break-resistant Melmac, safe in dishwashers, boiling water.



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16



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4. TUM-4 —4-oz. Fruit (Flair Top)
TUM-5* —5-oz. Fruit Tumbler
TUM-8 —8-oz. Water Tumbler
TUM-10*—10-oz. Water Tumbler
TUM-12*—12-oz. Iced Tea Tumbler
All crystal clear. *Also available in pink, turquoise, white & yellow.

5. ARRG-300—7-oz. Ovide Coffee Cup. Well-balanced. Contour handle. Round, easy-to-clean shape.
ARRG-400—5½" Saucer. Rolled rim; deep, lock-in cup groove.

6. DPL-210—10" Dinner Plate
DPL-200—9" Dinner Plate
DPL-208—8" Salad Plate
DPL-201—7¼" Sandwich Plate
DPL-500—6½" Pie Plate
Also available in patterns on white.

7. ARR-350—8-oz. Bouillon Cup (no handles)
ARRG-900—7-oz. Mug Type Coffee Cup
ARR-910—10-oz. Hot Chocolate Cup

8. ARR-700—14-oz. Nappy (5½" diameter). Compact, easy-stacking bowl with rolled safety edges.

9. Classic wide-rim Plates in 7 sizes.
ARR-210—10" Dinner Plate
ARR-200—9" Dinner Plate
ARR-208—8" Salad Plate
ARR-201—7¼" Sandwich Plate
ARR-500—6½" Pie Plate
ARR-506—6" Bread and Butter Plate
ARR-505—5½" Bread and Butter Plate
Also available in patterns on white.

10. ARR-800—5-oz. Vegetable Dish (5" diameter)
ARR-810—4-oz. Fruit Dish (4¾" diameter)
Space-saving side dishes.
Also available in patterns on white.

11. ARR-600—10-oz. Grapefruit Bowl (6" diameter). Ideal for fruit or dessert.
Also available in patterns on white.

12. ARR-714—14-oz. Stacking Bowl. Easy-stacking bowls save space.

13. ARR-105—10½" Platter. Ideal short order service plate.
ARR-135—13½" Platter. Oval design.
ARR-240—Open Vegetable. Ideal for family-type service.

14. ARR-150—Divided Vegetable. Large size space-saver for family-type service.

15. ARRG-907—7-oz. Stacking Cup. New style cup with lugs for quick stacking, fast draining and air-drying.

16. ARR-290—Covered Sugar Bowl
ARR-260—Creamer
Modern shape for distinctive table set-ups.
10-oz. sugar bowl. Dripless creamer.

17. ARR-906—6-oz. Coffee Mug (white only)
ARRG-307—7-oz. Conic Cup



New! Arrowhead Melamine Salad Bowls ...the ideal salad bowl for every serving purpose

Here is a smart new serving bowl line that will add fresh sparkle to every salad you serve. Perfect for buffet, cafeteria, counter and fine table service. These bowls have the textured appearance of stoneware in muted shades of brown. They're

break- and chip-resistant to provide durable, carefree, long-lasting service. Also available in black.

Choose from round or rectangular shapes in four sizes. Perfect for all types of food operations.

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MAR 29 1964

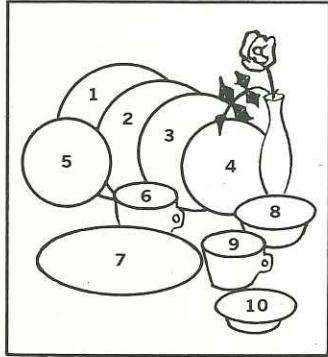
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For complete pricing information and product description...see separate price list



Arrowhead Envoy

...the high-style, economical dinnerware, ideal for fast food service



Arrowhead Envoy Dinnerware is sleek, modern, lustrous . . . features the popular narrow rim and vented foot.

It's light, quiet, made of hard, break- and chip-resistant melamine . . . cuts replacement costs up to 80%! Perfect for lunch counters, cafeterias, fast-service restaurants, caterers.

1. ENV-200—9" Dinner Plate
2. ENV-208—8" Salad Plate
3. ENV-201—7½" Sandwich Plate

4. ENV-500—6½" Bread and Butter/Pie Plate
5. ENV-506—6" Bread and Butter/Pie Plate
6. ENV-400—5½" Saucer
7. ENV-300—7-oz. Ovide Coffee Cup
8. ENV-700—14-oz. Nappy or Soup Bowl
9. ENV-307—7-oz. Coffee Cup
10. ENV-810—4½-oz. Fruit Dish

For complete pricing information and product description...see separate price list

Envoy Dinnerware serves beautifully, economically . . . is made to exacting high-quality standards and strengthened with extra thicknesses at vital stress points.

Available in five exciting new colors: Sunglow Yellow, Mist Green, Sky Blue, Heather Coral and Desert Tan.